

Message Text

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SUBJ: CANADIAN PRESS COVERAGE MACEACHEN/KISSINGER TALKS WASHINGTON

AUGUST 17-18, 1976

1. EXTERNAL AFFAIRS MINISTER ALLAN MACEACHEN'S TALKS IN WASHINGTON WITH SECRETARY OF STATE KISSINGER WERE GIVEN COMPREHENSIVE AND ADEQUATE, BUT NOT OUTSTANDING, MEDIA COVERAGE. CBC NATIONAL RADIO AND TELEVISION SENT THREE STAFFERS TO WASHINGTON TO COVER THE EVENT. THE TORONTO GLOBE AND MAIL AND THE TORONTO STAR EACH SENT A REPRESENTATIVE FROM THEIR OTTAWA BUREAUS.

2. EARLY CP STORIES EMPHASIZED THE CONTINUING DIALOGUE BETWEEN THW TWO SECRETARIES OF STATE. THERE WAS SPECULATION THAT THE TALKS WOULD COVER THE ENTIRE GAMUT OF ISSUES BETWEEN THE U.S. AND CANADA AS WELL AS POSSIBLY SOME MULTILATERAL PROBLEMS.

3. PRESS COVERAGE ON WEDNESDAY, THE 18TH, WAS BASED MAINLY ON THE EXCHANGE OF TOASTS AT THE DINNER. IN HIS GLOBE AND MAIL COLUMN ON AUGUST 18 GEOFFREY STEVENS MENTIONED POTASH, COMMERCIAL DELETION AND THE PRICES AND SUPPLY OF OIL AND GAS, AS PROBABLE SUBJECTS FOR DISCUSSION. HE ALSO SPECULATED THAT THE CIEC AND LAW OF THE SEA ISSUES WOULD BE GIVEN PROMINENCE IN THE DISCUSSIONS.

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4. STEVENS WENT ON TO NOTE, THOUGH, THAT US OFFICIALS DID NOT SEEM TO GIVE THE TALKS NEARLY SO MUCH SIGNIFICANCE AS CANADIANS. "CANADIAN OFFICIALS REGARD THE MACEACHEN-KISSINGER TALKS AS BEING HIGHLY SIGNIFICANT, AS BEING A MANIFESTATION OF A MUTUAL DESIRE TO CO-OPERATE MORE CLOSELY AT THE HIGHEST LEVELS. ONE WISHES THAT U.S. OFFICIALS SHARED THE CANADIAN INTEREST AND ENTHUSIASM. AT THE STATE DEPARTMENT'S DAILY NOON BRIEFING YESTERDAY, A VISITING CANADIAN JOURNALIST ASKED THE DEPARTMENT SPOKESMAN WHETHER HE COULD INDICATE WHAT ISSUES MR. KISSINGER WOULD RAISE WITH MR. MACEACHEN. THE SPOKESMAN LOOKED BLANK. NO, HE DIDN'T THINK HE COULD, OTHER THAN TO SAY HE WAS SURE THAT WHATEVER ISSUES ARE RAISED WILL BE 'MATTERS OF COMMON INTEREST'.

"EVEN MORE INTERESTING THAN THE OFFICIAL'S LACK OF INTEREST AND INFORMATION WAS THE REACTION OF THE NEWSMEN WHO COVER THE STATE DEPARTMENT. AS SOON AS CANADA-U.S. RELATIONS WERE RAISED, THEY GOT UP AND LEFT THE BRIEFING ROOM. CANADA, IT SEEMS, HAS NOT BEEN 100 PERCENT SUCCESSFUL IN MAKING ITS VOICE HEARD IN WASHINGTON".

5. BOTH NATIONAL CANADIAN TELEVISION NEWS PROGRAMS PICKED UP A LITTLE OF THE IMPROMPTU KISSINGER-MACEACHEN REMARKS TO THE PRESS MADE IN THE STATE DEPARTMENT LOBBY AFTER THE MORNING MEETING. THE NEWS STORIES ON AUGUST 19 FOCUSED ON THE COMMERCIAL TELEVISION DELETION QUESTION, EMPHASING THAT WHILE CANADA AND THE U.S. WOULD HAVE ADDITIONAL MEETINGS TO SEE IF COMPROMISES COULD BE MADE, THE CANADIANS WERE IN NO MOOD OR POSITION TO BACK DOWN FROM THE IMPLEMENTATION OF C-58, WHICH WOULD PROHIBIT CANADIAN ADVERTISERS FROM DEDUCTING THE COST OF ADVERTISING ON US STATIONS FROM THEIR CANADIAN INCOME TAX. THE CP REPORT NOTED "CANADA HAD ADVISED THE US THAT CANADIAN LAW CUTTING OFF TAX BENEFITS ON US BORDER TELEVISION ADVERTISING IS NOT NEGOTIABLE. HOWEVER, ... ALLAN MACEACHEN EXPRESSED WILLINGNESS.. TO CONTINUE CROSS-BORDER TALKS ON CANADIAN STRIPPING OF ADVERTISING FROM US TELEVISION PROGRAMS CARRIED BY CABLE COMPANIES IN CANADA."

4. PETER COOK OF THE FINANCIAL TIMES, WRITING IN THE COUNTHAM PAPERS, SAID "US AND CANADIAN OFFICIALS WILL MEET NEXT MONTH IN AN ATTEMPT TO RESOLVE THE BORDER TELEVISION DISPUTE THAT HAS UNCLASSIFIED

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FLARED UP BETWEEN THE TWO COUNTRIES, EXTERNAL AFFAIRS MINISTER ALLAN MACEACHEN SAID YESTERDAY. CONCLUDING TWO DAYS OF TALKS WITH SECRETARY OF STATE HENRY KISSINGER, MACEACHEN SAID BILL C-58 WHICH DEPRIVES CANADIAN ADVERTISERS OF TAX DEDUCTIONS FOR ADVERTISING CARRIED ON U.S. BORDER TV STATIONS WOULD STAND.

"HOWEVER, HE INDICATED THAT THE CANADIAN GOVERNMENT MAY BE PREPARED TO GIVE WAY ON THE DELETION OF COMMERCIALS BEING CARRIED

INTO CANADA FROM U.S. BROADCAST STATIONS."

5. IN THE GLOBE AND MAIL GEOFF STEVENS' NEWS STORY NOTED "EXTERNAL AFFAIRS MINISTER ALLAN MACEACHEN AND SECRETARY OF STATE HENRY KISSINGER GOT NOWHERE YESTERDAY IN DISCUSSIONS AIMED AT RESOLVING THE CANADA-U.S. DISPUTE OVER BORDER TELEVISION. THE BEST THEY COULD DO WAS TO AGREE TO REFER ONE OF THE TWO ISSUES IN THE DISPUTE - THE DELETION OF COMMERCIALS FROM U.S. TELEVISION SIGNALS CARRIED BY CANADIAN CABLE SYSTEMS - TO A COMMITTEE WHICH WAS TO MEET IN LATE SEPTEMBER OR EARLY OCTOBER. THE COMMERCIAL DELETION POLICY APPEARS TO BE NEGOTIABLE BUT JUST BARELY. ASKED, FOLLOWING THE PRESS CONFERENCE, WHETHER COMMERCIALS WOULD BE DELETED PENDING THE OUTCOME OF THE OFFICIAL MEETING, MR. MACEACHEN REPLIED 'OF COURSE' THERE IS NO ROOM AT ALL FOR COMPROMISE OF THE CONTENTS OF BILL C-58 AS FAR AS THE CANADIAN SIDE IS CONCERNED." STEVENS WHO IS VERY INTERESTED IN THE LAW OF THE SEA EMPHASIZED IN HIS NEWS STORY THAT "THE MACEACHEN-KISSINGER TALKS DID SEEM TO BRING THE TWO COUNTRIES CLOSER TOGETHER ON ANOTHER ISSUE - THE MINING OF NICKEL FROM THE INTERNATIONAL SEABED." STEVENS WENT ON TO REVIEW THE US TEXT ON DEEP SEA-BED MINING WHICH WAS INTRODUCED AT THE END OF THE LAST LOS ANGELES CONFERENCE IN NEW YORK AND EMPHASIZED HOW THE PROPOSED FORMULA WOULD AFFECT CANADIANS. "YESTERDAY HOWEVER, MR. MACEACHEN AND MR. KISSINGER AGREED THAT THE PROBLEM WAS NOT ALL THAT SERIOUS. 'THE DISCUSSIONS TODAY REMOVED SOME OF THE APPREHENSION I HAD PREVIOUSLY FELT', MR. MACEACHEN TOLD NEWSMEN. THEY AGREED TO TURN THE QUESTION OVER TO THEIR RESPECTIVE LAW OF THE SEA NEGOTIATORS TO WORK OUT AN ACCOMMODATION."

6. IN HIS POLITICAL COMMENTARY COLUMN IN THE GLOBE AND MAIL AUGUST 19, GEOFF STEVENS OBSERVED "ONE OF THE THEMES THAT RUNS THROUGH THE SPEECHES OF THOMAS ENDERS, THE UNITED STATES AMBASSADOR TO CANADA, IS THAT A NEW SYMMETRY HAS EVOLVED IN CANADA-UNCLASSIFIED

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U.S. RELATIONS. HIS POINT IS THAT THE OLD ELEPHANT-AND-MOUSE RELATIONSHIP HAS CHANGED AND IS STILL SHANGING TO AN EXTENT THAT A HISTORICALLY UNBALANCED RELATIONSHIP HAS VIRTUALLY BECOME A BALANCED ONE. THE FACTORS WHICH HAVE PRODUCED THIS CHANGE INCLUDE SUCH THINGS AS U.S. RELIANCE ON CANADIAN OIL AND NATURAL GAS AND CANADIAN PRICE AND SUPPLY POLICIES IN THAT SECTOR; CANADIAN RESTRICTIONS ON FOREIGN INVESTMENT COMBINED WITH THE GROWTH OF CANADIAN INVESTMENT IN THE UNITED STATES, TO THE POINT WHERE THE FLOW OF CAPITAL IS JUST ABOUT IN BALANCE; A VARIETY OF CANADIAN DECISIONS IN BROADCASTING AND OTHER FIELDS WHICH ARE PRODUCING THE SAME SORT OF DISCOMFORT AND HOSTILITY IN THE UNITED STATES THAT CANADIANS ARE ACCUSTOMED TO FEELING WHEN ACTIONS TAKEN IN WASHINGTON AFFECT THEIR INTERESTS. "CANADA ON AN EQUAL FOOTING WITH THE UNITED STATE. THE NOTION HAS A CERTAIN OBVIOUS APPEAL TO A CANADIAN. ONE DOESN'T HAVE

TO BE IN WASHINGTON VERY LONG, HOWEVER, BEFORE HE REALIZES THAT IT JUST AIN'T SO. OR, MORE CORRECTLY, IF IT IS SO, THE NEWS HASN'T GOTTEN AROUND.

"THIS WEEK'S VISIT BY EXTERNAL AFFAIRS MINISTER ALLAN MACEACHEN TO WASHINGTON AND HIS DISCUSSIONS WITH SECRETARY OF STATE KISSINGER, WERE A PRETTY BIG DEAL TO MR. MACEACHEN, TO EXTERNAL AFFAIRS, TO THE GOVERNMENT OF CANADA. BUT TO THE U.S. ADMINISTRATION, PRE-OCCUPIED WITH THE REPUBLICAN CONVENTION IN KANSAS CITY, AND TO THE STATE DEPARTMENT, PRE-OCCUPIED WITH THE FUTURE (IF ANY) OF MR. MISSINGER. MR. MACEACHEN'S VISIT WOULD HAVE REGISTERED ON AN OFFICIAL INTEREST SCALE SOMEWHERE BETWEEN INDIFFERENCE AND CASUAL CURIOSITY."

STEVENS ENDS HIS COLUMN WITH THE FOLLOWING OBSERVATION: "NO CANADA AND THE UNITED STATES DON'T SEEM TO BE QUITE EQUAL. UNDENIABLY, HOWEVER, THE CANADA-U.S. RELATIONSHIP IS CHANGING. ON TWO OCCASIONS TUESDAY NIGHT, MR. MACEACHEN DEPARTED FROM HIS TOAST TEXT TO PREDICT ADDITIONAL BILATERAL PROBLEMS IN THE FUTURE. OFFICIAL WASHINGTON IS AWARE THAT PROBLEMS EXIST TODAY AND SEEMS PUZZLED BY THEM. IT DOESN'T SEEM TO HAVE BROUGHT ITS MIND TO BEAR ON THE FACT THE WHOLE RELATIONSHIP HAS CHANGED AND WILL KEEP ON CHANGING."
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